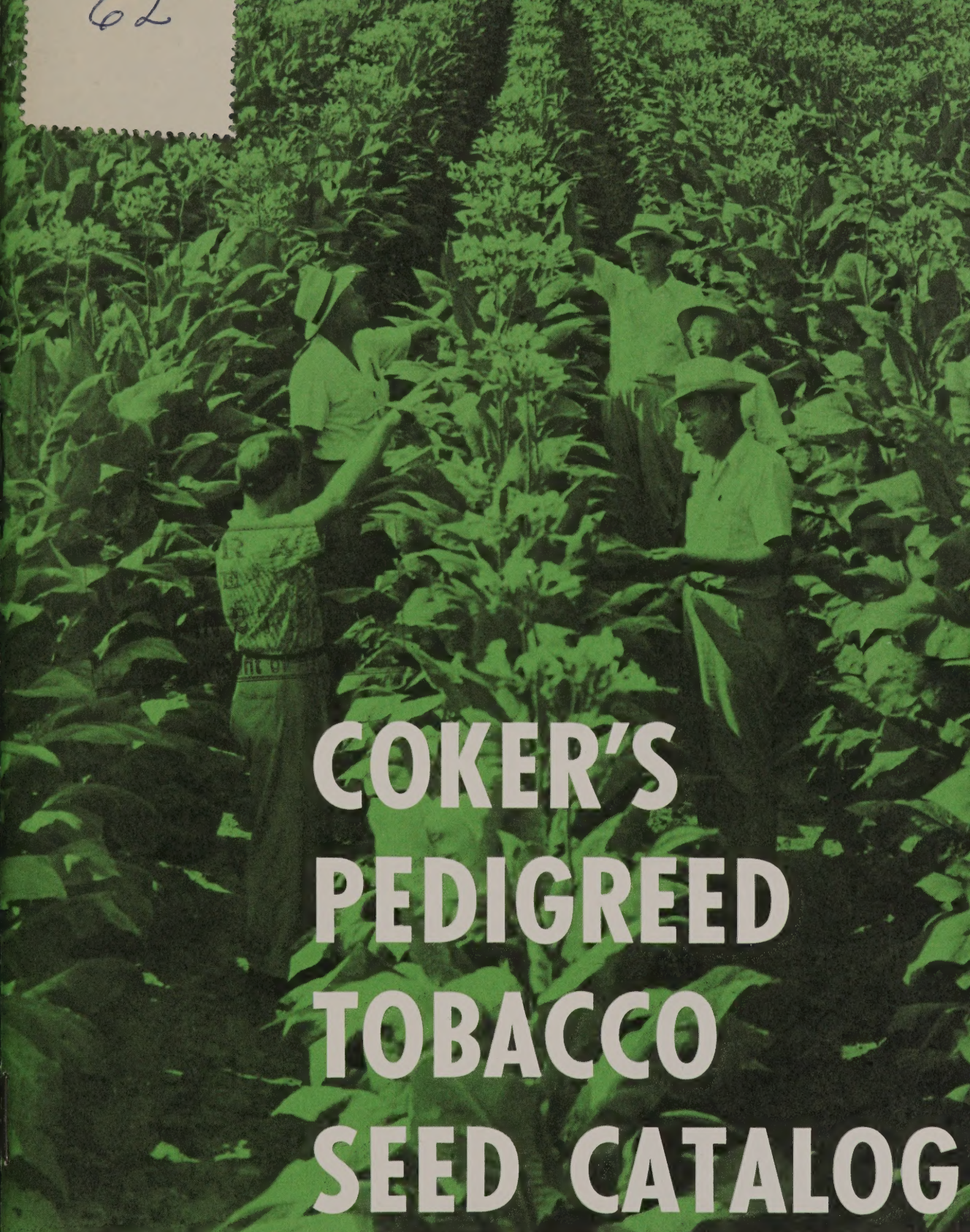


62



**COKER'S
PEDIGREED
SEED**
BLOOD
WILL TELL

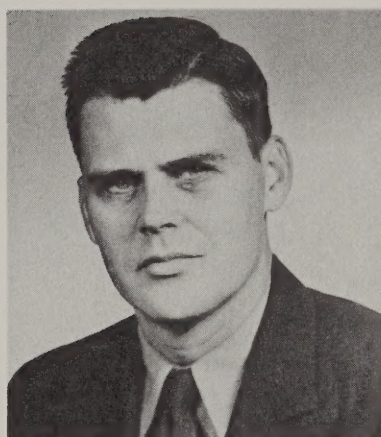
COKER'S PEDIGREED TOBACCO SEED CATALOG

1959 SEASON

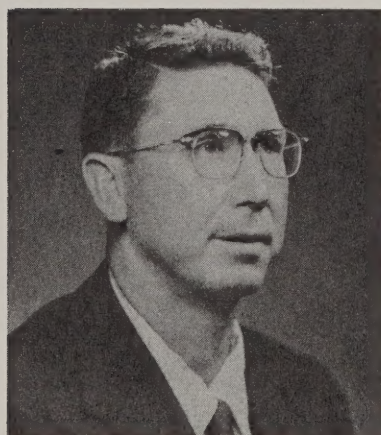
COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA



C. H. Rogers, Ph.D.
in charge Tobacco Breeding
and Production



James L. Brown, B.S.
Assistant Plant Breeder. A graduate of
Clemson College and a former County
Agent, Jim assists in all phases of our
tobacco breeding and production pro-
gram.



James W. (Skimp) Harrison, A.B.
Assistant in Tobacco Breeding. "Skimp,"
a graduate of the University of South
Carolina, plays an important part in our
plant selection and testing work.

TO TOBACCO GROWERS

The improvements in the varieties we offer this season result from our continuing program of providing a wide range of types suitable for various areas of the district, and for manufacturer and leaf-trade demands.

There are dozens of plant characteristics to consider in the development and improvement of crop varieties. All of these characters affect the plant in some way, although it may only be to a minor degree. In our tobacco breeding work we attempt to get as many of the favorable characters together in one or more plant types as possible — especially those affecting quality, yield, adaptability, economy of production, and disease resistance. Through such breeding and improvement, varieties are developed that produce well under a wide range of growing conditions. Climate, soil and management practices may greatly affect the outcome of the crop in both yield and quality. *We urge each of you to use the best production procedures for your area that will insure good salable leaf in profitable quantities, choosing the varieties that should give such benefits.*

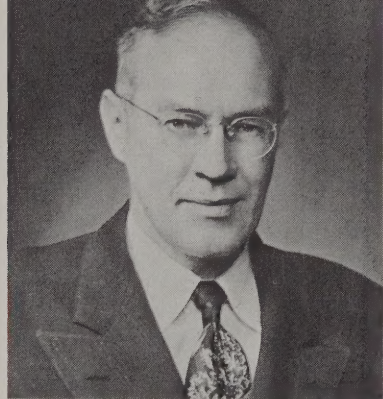
We trust you will have a successful season and work constantly toward keeping our tobacco program a most profitable and unhampered operation.

C. H. ROGERS

Like all Coker plant breeding operations, our Tobacco Breeding and Research Program is a team effort. Many individuals contribute their special skills to the development and production of superior varieties. Among them are the two very capable staff members pictured here.

TOBACCO VARIETIES FOR 1959 PLANTING

One of the big questions facing the grower for the 1959 crop is, "What variety of tobacco should I plant?" Our advice to you is, where practicable, to plant your tobacco acreage in more than one variety (choosing those best adapted to your soil and growing conditions), in order to help you produce a wider range of leaf quality to meet the needs of both the export and domestic companies.



ROBERT R. COKER
President

★ JAN 27 1959 ★ U. S. Department of Agriculture What the Export Trade Wants

Normally, about $\frac{1}{3}$ of the total U. S. crop is purchased for export, and it seems that the export trade is demanding, more than ever, heavier bodied, higher nicotine tobaccos, that have stronger flavoring properties. Since many purchase U. S. tobacco to blend with neutral or less flavorful tobacco produced in certain foreign countries, what they apparently want is "flavoring" material. As the price of U. S. tobacco moves higher and higher in relation to world prices, foreign purchasers naturally want stronger and more flavorful tobaccos from this country. Thus, they can blend smaller quantities of this type tobacco with larger quantities of more neutral types (which

can be purchased elsewhere at considerably lower prices).

In order to produce export-type tobacco, it is desirable to select varieties which under normal cultural and weather conditions will produce a rather oily, grainy, heavy bodied leaf of moderately-high to high nicotine content, and high in flavor and aroma. Our disease resistant varieties which, in our opinion, will produce a good percentage of export-type tobacco, when properly grown and handled, are Coker 187, Coker 156 (Black Shank Resistant Hicks), Oxford 1-181 and Vesta 5. Non-disease-resistant varieties are Golden Harvest, Hicks Broadleaf, White Gold, and Virginia 21.

Domestic Requirements

Our domestic companies apparently want good ripe tobaccos with adequate flavor and aroma, which can be blended with burley and small amounts of the aromatic and other tobaccos to produce cigarettes to suit the taste of the smoking public. However, they do not require leaf as heavy bodied and strong as do exporters.

The following varieties, under average soil and growing conditions, usually produce a good proportion of domestic-type tobacco; disease resistant varieties are Coker 187-Hicks, Golden Wilt and Dixie Bright 101. Non-disease-resistant are Golden Cure, 402, and Virginia Gold.

Good Management Practices Essential

The heavier soil types are inclined to produce a more orange tobacco. Lower topping, wider spacing, careful and limited use of irrigation, proper suckering and moderate but adequate fertilization tend to produce better bodied, more desirable leaf with good smoking characteristics. It is highly important to permit leaves to become fully ripened before harvesting, in order to bring out the full, rich flavor which the variety is capable of producing. We feel that with the proper choice of varieties, careful soil selection, proper spacing and management practices, curing and grading, it is possible to produce very satisfactory yields of top quality tobacco

suitable for both the domestic and export trade. Our suggestions for crop production are given elsewhere in this catalog.

We offer you seed of 14 tobacco varieties, produced on our own seed breeding farms under the supervision of our tobacco experts — seed which you can depend on for purity, quality and performance. These varieties offer a wide range of leaf quality which is necessary to fulfill the over-all requirements of the trade.

Let's produce a top quality, profitable crop in 1959.



**BLACK
SHANK
RESISTANT**

COKER 187-HICKS

Breeder's Registered Seed

The Coker 187-Hicks strain of tobacco we are offering this season comes from reselections out of the best plant material of the Coker 187-Hicks variety. It has shown improvement in color, quality and a slightly higher average level of nicotine. This variety, now in the sixth generation, comes from an original cross of Coker 187 and a line of Hicks tobacco selected for resistance to Black Shank. It has been refined to a very satisfactory level of uniformity in both plant type and disease resistance. Plants average about 50 inches high and produce from 23 to 24 leaves per stalk, spaced 2-2 $\frac{1}{4}$ inches apart. Leaves appear somewhat crinkly, similar to Coker 187, and tend to smooth out as they ripen. This variety is easily handled, and responds well to a wide range of growing conditions. It cures easily to a rich lemon or orange color with good body and texture, especially when properly managed throughout the growing season and reasonable care is exercised in cropping.

DISEASE RESISTANCE

This tobacco has been tested throughout the Carolinas and Virginia during the past three years on soils heavily infested with disease organisms. It has shown good resistance to Black Shank, Granville and Fusarium wilt.

YIELD AND QUALITY

Coker 187-Hicks produces a medium high yield of good quality leaf. It has out-yielded most standard varieties and sold well on the warehouse floors. Nicotine content is average to above-average, ranging from 2-3% at various locations.

CHARACTERISTICS

Plant Type: Of average height and appearance. Leaves are broad, medium long and spaced 2-2 $\frac{1}{4}$ inches apart.

Leaf: Not as brittle as some varieties. Easily handled; cures to a good color.

Stalk: Medium size, well anchored with good storm resistance.

Yield: Produces moderately high yields of cured leaf; averages 10% or more above the best non-resistant varieties.

Quality: Makes a good grade leaf when given reasonable attention and fair growing conditions.

Adaptability: Widely adapted, with good growth and leaf quality at all locations.

Disease Resistance: Has shown continuously high resistance to Black Shank, Granville wilt and Fusarium wilt.

PRICE: \$8.00 per oz., postpaid.

IMPORTANT NOTE *Coker 187-Hicks was bred and has been reselected on soils severely infested with black shank and wilt, and has shown high resistance on such soils in all locations tested. However, we cannot guarantee performance since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.*

"I am glad to report on the excellent results in quality and yield which I and other Old Belt growers have experienced with Coker's 187-Hicks variety of seed."

R. P. RICHARDSON, Reidsville, N. C.

"Your Hicks-187 seed made the best crop of cigarette tobacco I have produced and the returns to us exceeded all per-acre returns since 1934.

In 1957 using Hicks Broadleaf and Bottom Special we averaged 1800 plus pounds per acre, and in 1958 your Hicks-187 seed produced 2200 plus pounds per acre.

From the total acres planted (43.23) our net checks from the warehouse after all charges amounted to \$56,352.99, an average net per acre of \$1,303.56. Only 4.18% of my total crop went to stabilization."

CARL L. WILLIAMSON, SR.
Knightdale, N. C.

"I got through selling my tobacco today. I made the most pounds and got the most dollars I ever received since I've been farming. It was 187-Hicks."

WINFIELD S. TUCKER, Chicod, N. C.

Suggestions for growing and handling COKER 187-HICKS

ADAPTABILITY

Suited to all soils and climate of the flue-cured district from Florida to Virginia. Medium-late blooming, it withstands adverse weather conditions without early flowering. Does especially well on medium to medium-heavy soils.

FERTILIZATION

Since Coker 187-Hicks produces above average yields, it requires moderate to slightly above average fertilization. On ordinary soils 40 to 50 lbs. of nitrogen should be ample. Lighter soils might need more. (1000-1200 lbs. of mixtures containing 4% nitrogen, or 1200-1600 lbs. of 3% goods.)

TRANSPLANTING AND SPACING

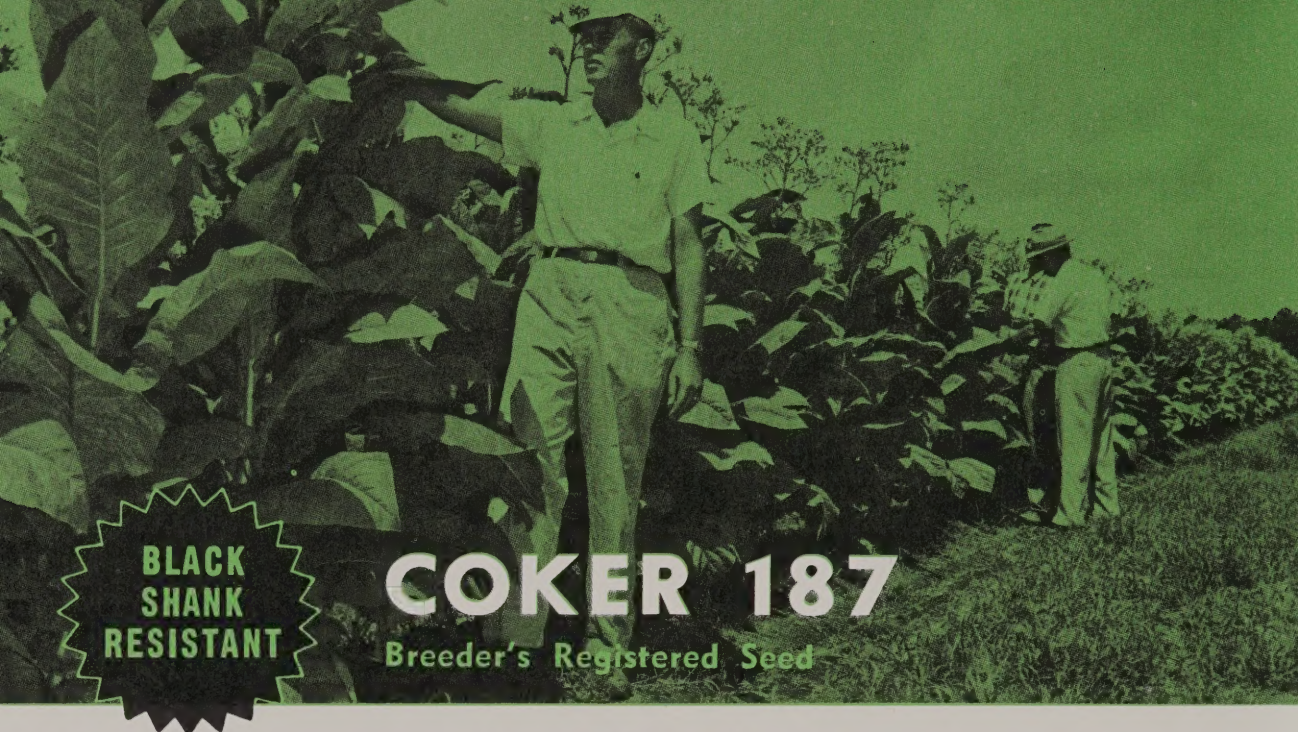
Produce enough plants of uniform size to get a good field stand at first transplanting. We suggest from about 5200 to not over 6000 plants per acre. Be sure to give plants ample space to provide plenty of sunlight and air circulation!

TOPPING AND SUCKERING

Like all varieties, Coker 187-Hicks must be topped to get maximum leaf development and expression of quality. Since it is medium-late blooming, you can top it a little later than some other varieties. Keep plants free of suckers.

HARVESTING • CURING STORING

Under normal conditions, leaves of this variety should be harvested when the color fades from the leaf stem and blade; they should appear ripe and break cleanly from the stalk. When harvested in this manner, yellowing in the curing barn should not take more than about 36 hours. It should be handled like any other variety, and is easily cured to a good lemon or orange color. Bulk your cured leaf with enough moisture to prevent breakage and to allow natural chemical changes to continue, but not enough to cause spoilage.



**BLACK
SHANK
RESISTANT**

COKER 187

Breeder's Registered Seed

Our Coker 187 tobacco seed for this season's planting is better than previous strains in its even higher level of disease resistance and with improved leaf quality. During normal seasons Coker 187 produces a good, desirable, export type tobacco when properly grown and handled. Seed available for the 1959 season have been increased from reselected and tested plants produced in our Black Shank and wilt nurseries.

This variety is in the 13th generation, and has been tested for six years on severely infested soils in the Carolinas and Virginia. Its Black Shank resistance is even higher than Coker 139, and it has shown good resistance to Granville wilt. The leaf of Coker 187 is easily cured to a deep lemon or orange color, of medium body, with moderate to moderately high nicotine content. It produces comparatively few suckers. Leaves are broad and somewhat puckered between the veins, like its Golden Wilt parent.

Coker 187 should not be highly fertilized, especially on heavy soils, as it grows with a dark green color. It should be left on the stalk to ripen, and should be cured a little quicker than most other varieties.

This tobacco yields about the same as Golden Harvest and is higher than some of the other Black Shank resistant varieties.

CHARACTERISTICS

Plant Type: Medium height with leaves spaced 2-2¼ inches apart. A plant 4-5 feet high should produce 20-25 leaves.

Leaf: Broad, medium body, somewhat puckered between veins.

Stalk: Medium size, with good root system.

Yield: A medium yielder, producing somewhat higher than 'Hicks and about like Golden Harvest or 402.

Quality: Good quality leaf under average conditions and good management.

Adaptability: Suited to fairly wide range of soils and climate.

Disease Resistance: High resistance to Black Shank and Granville wilt; fair tolerance to Fusarium wilt.

PRICE: \$6.00 per oz., postpaid.

IMPORTANT NOTE *Coker 187 was bred and has been reselected on soils severely infested with black shank and wilt, and has shown high resistance on such soils in all locations tested. However, we cannot guarantee performance since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.*

"My Coker 187 tobacco averaged 2100 pounds per acre this year, and gave me a return of \$1,250.00 per acre. This tobacco is very satisfactory."

LESTER HOUSE, Wilson County, N. C.

"We made \$1,200.00 an acre from Coker 187 tobacco this year. We're well satisfied with it under our conditions."

H. T. HUGHES, Snow Hill, N. C.

"In 1958 I planted part of my crop in Coker 187 and part in Coker 187-Hicks. My average yield was 2270 pounds per acre and it sold for \$1,283.00 per acre."

I've been growing tobacco for about 40 years and this is the best return I've ever made!"

J. H. LAMM, Wilson, N. C.

"We planted Coker 187 variety of tobacco this year. It produced an average of 2100 pounds per acre and made us \$1,300.00 per acre!"

C. C. WEAVER, Princeton, N. C.

"We made 2140 pounds per acre with Coker 187 this season, which made us \$1,196.00 per acre. This variety is fine for our farm."

J. F. JONES, Farmville, N. C.

Suggestions for growing and handling **COKER 187**

ADAPTABILITY

Coker 187 is especially well suited to the Coastal Plains, but grows equally well on the medium and lighter soils of the Old Belt without excess production of dark orange leaf.

FERTILIZATION

Since this tobacco grows with a darker green color than the more common varieties, excessive fertilization should not be practiced. This is especially true on the heavier soils. It is not sensitive, however, and will produce well with a fairly wide range of fertilizer rates. On average soils, from 1000 to 1200 pounds of standard analysis fertilizer should be ample.

TRANSPLANTING AND SPACING

Although Coker 187 produces a stronger than average leaf chemically, it should not be spaced too close in the drill. Around 6000 plants per acre will provide best development on average soils.

HARVESTING AND CURING

When the leaves are fairly well yellowed, they should be harvested promptly. Like the Golden Wilt parent, this variety can be yellowed and cured in a little shorter than average time. It can be cured easily to a deep lemon or rich orange color. As with any tobacco variety, your good management throughout the growing, harvesting and curing period will result in maximum yields of top quality Coker 187 leaf.



**BLACK
SHANK
RESISTANT**

COKER 156

Breeder's Registered Seed

Introduced last season, Coker 156 has won many friends throughout the Carolinas and Virginia. This year's strain has been reselected out of a line of Hicks with good Black Shank Resistance, and is improved over the previous strain in yield and disease resistance. Plants average about six inches taller than the regular Hicks Broadleaf, with leaf spacing about the same. Leaves are similar but slightly heavier bodied with a little higher nicotine content. It is rather easily cured to a rich lemon or rich orange color on average soils. Coker 156 has been given a high rating in flavor and aroma by export buyers.

DISEASE RESISTANCE

Coker 156 has continuously given high resistance to Black Shank, and has been reselected on soils heavily infested with Granville wilt and Fusarium wilt. It has shown slight resistance to these two diseases.

YIELD AND QUALITY

Yields are about the same as regular Hicks Broadleaf, and the quality is similar too. Nicotine content is slightly higher than Hicks and it is sometimes a bit heavier bodied and a little more oily than Hicks.

CHARACTERISTICS

Plant Type: Resembles Hicks Broadleaf, but is about six inches taller and averages one or two more leaves per stalk.

Leaf: Medium broad, medium long leaf. Easily handled with low breakage.

Stalk: Medium size stem; leaves spaced $2\frac{1}{2}$ - $2\frac{3}{4}$ inches apart. Good storm resistance.

Yield: Very similar to Hicks Broadleaf.

Quality: Good quality leaf of rich lemon to rich orange color. Medium to medium heavy body.

Adaptability: Well suited to a variety of soils throughout the Carolinas and Virginia.

Disease Resistance: Good resistance to Black Shank. Slight resistance to Granville wilt and Fusarium wilt.

PRICE: \$6.00 per oz., postpaid.

IMPORTANT NOTE Coker 156 was bred on soils severely infested with black shank and has shown high resistance on such soils in all locations tested. However, we cannot guarantee performance since new strains of the disease or a combination of conditions might occur which could adversely affect tolerance or resistance.

"I planted Coker 156 this year and like it the best of any tobacco I've ever raised. It made 8092 pounds on 5.82 acres and sold for \$5,893.00 (clear check). All of the companies, both export and domestic, bought some of my crop."

HOLLAND V. WILLARD
Greensboro, N. C.

"My Coker 156 averaged one ton per acre in 1958 and sold for \$1,256.00 per acre. I'm well pleased with that return."

TOM ALLEN, Selma, N. C.

"In 1958 I planted both Coker 156 and Coker 187-Hicks. We averaged somewhere around \$1,050.00 per acre. I was very well pleased with both varieties, and especially liked Coker 156."

J. C. DRIVER, Spring Hope, N. C.

"My 1958 crop of Coker 156 averaged 2001 pounds per acre and sold for an average of \$1,200.00 per acre. I like this tobacco fine."

MONROE RAECKLY, Pine Level, N. C.

Suggestions for growing and handling COKER 156

ADAPTABILITY

While Coker 156 is adapted over much of the flue-cured belt, we recommend it mainly for the Coastal Plains or lighter soils of the Old Belt. With ample moisture this variety will give good yields of top quality leaf.

FERTILIZATION

About average quantities of fertilizer is sufficient to produce a good yield of Coker 156. From 900 to 1100 pounds of fertilizer with 4 per cent nitrogen or 1200-1500 pounds having 3 per cent nitrogen should be adequate.

TRANSPLANTING AND SPACING

Be sure to have sufficient plants of uniform size to obtain a good stand at first transplanting. This variety can be spaced slightly closer in the drill than a variety like Coker 187-Hicks, especially since

it makes a little stronger and heavier-bodied leaf than some varieties. Around 6000 plants should be about the maximum number per acre.

TOPPING AND SUCKERING

Like any other variety, Coker 156 should be topped at the right stage to permit maximum development of the upper leaves. For the same reason, the plants should be kept free of suckers. (Where sucker-control chemicals are used, be sure you apply them in the right amounts and at the right stage of plant development.)

HARVESTING AND CURING

Harvest and cure the leaf similar to Hicks or other varieties of the medium-leaf or older type. No special precautions are necessary in harvesting and curing good quality leaf. There is no difficulty in handling this leaf, especially in normal seasons and under regular good management.



Can you afford

BLACK SHANK

Is widespread in the Carolinas and Virginia. If your soil is infected — or your neighbors' — *plant a Black Shank resistant variety!*

GRANVILLE WILT

Is especially severe in parts of the Middle and Border Belt, and can be very serious some years. Where this disease is present or suspected, a resistant variety should be planted.

FUSARIUM WILT

May cause serious damage, especially in Coastal Plains soils of the Carolinas or lighter soils elsewhere. You can avoid loss by planting resistant varieties.

NEMATODES

That attack tobacco, especially the root knot nematode, occur in all areas from Florida to Virginia. Where present, proper treatment of plant beds and fields helps prevent loss.

and NOT to plant Pedigreed Seed?

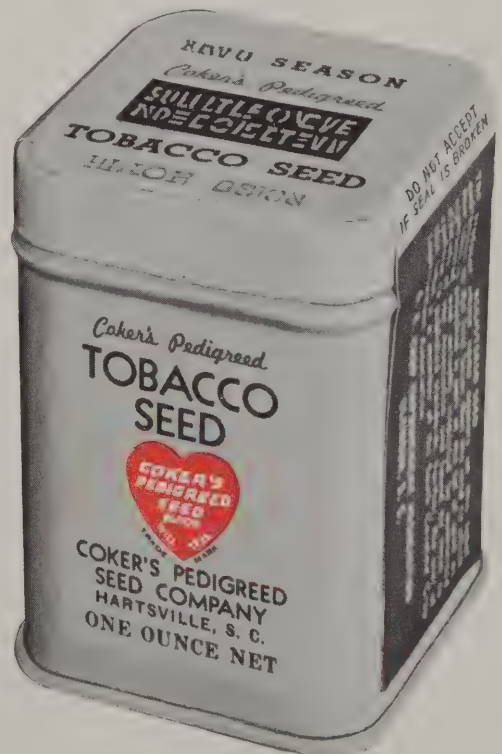
The warehouses are quiet and empty now. Another tobacco season is past. Were *you* adequately repaid for the time, labor and expense you put into your 1958 crop? Or was the yield low, the quality only fair, the price per pound disappointing? Then consider this for 1959: You pay only 50¢ to \$1.00 more per acre for Coker's Pedigreed Seed than for farm-grown seed of Coker varieties one or more years from breeder, and produced and sold by others. *Yet the cash return of crops grown direct from breeder seed has been shown to be almost \$100.00 more per acre than farm grown seed one or more generations from the breeder!* (See table below) CAN YOU AFFORD NOT TO INVEST AN EXTRA DOLLAR PER ACRE TO GET AN EXTRA HUNDRED DOLLARS BACK?

EFFECT OF SEED SOURCE ON YIELD, VALUE, QUALITY

Source of Seed	Total Acres	Yield Per Acre (lbs.)	Value Per Acre (dollars)	Price Per Pound (cents)
Direct from Breeder	2,596.2	1,510	\$829.24	54.9
Farm Grown	988.1	1,419	731.94	51.6

How breeder's seed pays is shown in the 5-year average results of the Darlington County, S. C. Tobacco Contest. Table above, from South Carolina Extension Service Circular No. 394, shows highest yield, quality and money value for contestants who planted seed direct from the breeder. *Breeder grown seed produced \$97.30 more per acre!*

It's what's *inside* the seed that counts. And no one is as well qualified to produce purebred seed of a variety as the seed breeding firm which bred and developed that variety; no one is in better position to maintain true-ness to type as developed and set by the breeder. Our 1959 strains were grown from outstanding, individually bagged plants selected for disease resistance, performance, profit per acre, and manufacturing quality. So, for 1959 — PLANT THE BEST TO HARVEST THE BEST. Plant COKER'S!



*Your Guarantee
of Quality*



COKER'S PEDIGREED **GOLDEN WILT**

Widely popular, Coker Pedigreed Seed Company's Golden Wilt is another top producer of pounds and dollars per acre. The plant which cures to a rich lemon or orange color, has a crepe-like texture of medium body and is an excellent cigarette tobacco. Golden Wilt has



COKER'S PEDIGREED **GOLDEN CURE**

Golden Cure has become a favorite with growers throughout the entire bright belt area because of its high yield, fine quality, dollar return and ease of handling and curing. Developed by Coker's Pedigreed Seed Company and released seven years ago, Golden Cure has shown good



COKER'S PEDIGREED **GOLDEN HARVEST**

Golden Harvest is distinguished by uniformity of growth, high production of quality cigarette tobacco, ease of curing and broad leaves. The leaf cures easily to a medium orange with the body of the Gold Dollar parent combined with the best qualities of the 400 line. Uniform ripening after vigorous growth allows systematic harvesting.

a high degree of resistance to both Granville and Fusarium wilt. It has some tolerance for nematodes and, under some conditions, is tolerant to mosaic.

Extreme care should be used not to over-fertilize this variety. On heavier soils, excessive rates of fertilizer tend to make Golden Wilt grow too large and produce a lower quality tobacco than it should.

adaptability to soils not infested with Black Shank and the wilts. Plants have been reselected and inbred on heavily infested nematode soil in field and greenhouse for fourteen generations. This variety responds well to good management and handling practices throughout the season, and rewards the careful grower on the warehouse floor.

The plant has comparatively good resistance to root knot and meadow nematode, with some tolerance to soreshin and leafspot. It will stand in the field longer without burning than most standard varieties. Golden Harvest yields more than either of its parents, and has been widely accepted throughout the flue-cured district. Plants average from 20 to 22 leaves, with top leaves above average in size. With wide adaptability, Golden Harvest does well in soils from Virginia to Florida.

CHARACTERISTICS

Yield: One of the top producers on either diseased or disease-free soils.

Curing: Cures to rich lemon or orange; fine quality and texture.

Stalk: Medium size with good storm resistance.

Disease Resistance: High resistance to Granville and Fusarium wilt. Some tolerance to nematodes. **Not resistant to Black Shank.**

Leaf: Broad, with blunt tip; puckered between veins, smoothing out at maturity. A very desirable cigarette type.

Adaptability: All soils except extremely heavy types.

PRICE: \$4.00 per ounce, postpaid.

CHARACTERISTICS

Yield: Good producer of fine quality leaf.

Curing: Primings easily cured to a rich lemon or orange.

Leaf: Medium broad, averages 20-22 inches long, 10-12 inches wide. Uniformly spaced medium close on the stalk.

Texture: Very good medium type.

Disease Resistance: Moderate resistance to nematode and soreshin; high resistance to leaf spot. **Not resistant to Black Shank or the wilts.**

Uniformity: Very uniform in growth habits.

Adaptability: Grows well on all soil types of the flue-cured belt and better than most broadleaf varieties on heavy soils.

PRICE: \$4.00 per ounce, postpaid.

CHARACTERISTICS

Yield: A good producer of quality cigarette tobacco.

Curing: Easily reaches medium orange color.

Leaf: Large and broad, 18-22 inches long and 10-12 inches wide.

Stalk: Medium large; stiff, strong and storm resistant.

Texture: Medium with average size leaves.

Disease Resistance: Fair tolerance to root knot, meadow nematode, soreshin and leafspot. **Not resistant to Black Shank or the wilts.**

Uniformity: Very uniform in growth characteristics.

PRICE: \$4.00 per ounce, postpaid.



HICKS BROADLEAF

BREEDER'S REGISTERED SEED

Through rigid selection and testing this variety has been considerably improved over the years since it was first distributed by our firm. Our Hicks Broadleaf grows and produces good quality leaf throughout the flue-cured district where soil-borne diseases are not a problem. This tobacco has been reselected and progeny tested, on soils heavily infested with nematodes. Greatest improvement has been made in the quality and ease of handling, and the variety is still in demand by growers in many areas from Florida to Virginia.

PRICE: \$3.00 per ounce, postpaid.

WHITE GOLD

CERTIFIED

Our White Gold variety is very similar to Hicks Broadleaf. It produces plants of medium size with medium broad leaves. This variety should be managed and the leaf handled about the same as Hicks. The mature leaf is very easy to cure to a bright lemon or orange color.

PRICE: \$3.00 per ounce, postpaid.

"We've planted Coker's Pedigreed Tobacco Seed for years, and have always made good crops with it. Our average poundage in 1958 was 2720 pounds over 18 acres with Coker Hicks. We'll certainly plant it again in '59."

O. R. & J. W. Peacock
Blackshear, Ga.

"When I buy Coker's Tobacco Seed I get the best and I know I receive a true variety. I get good stands, and good performance in the field and in the barn. I've planted Coker's seed for 20 years and get best results from Coker Hicks and Coker White Gold. I make a good yield with a good grade and get the high dollar on the market."

A. F. Spell
Hazelhurst, Ga.

"Coker's Pedigreed White Gold is the safest seed for us to plant. With the expense involved in growing a crop of tobacco we can't afford to take a chance on any other kind. This year we averaged 2633 pounds per acre without irrigation. We'll plant White Gold again in 1959."

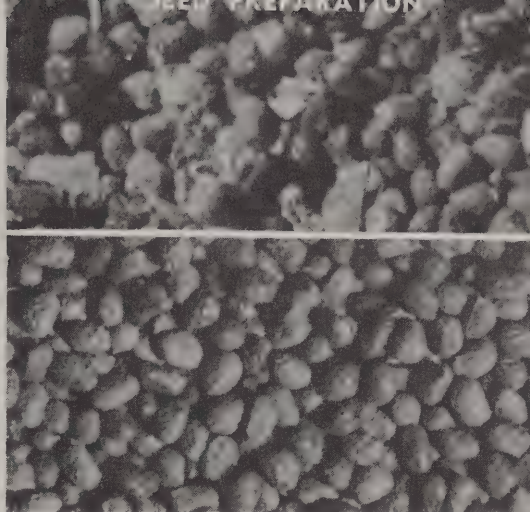
L. C. Smith, Sr. & Sons
Blackshear, Ga.

VIRGINIA 21

CERTIFIED

Bred by the Tobacco Research Station at Chatham, Virginia, Virginia 21 is the result of a cross between Virginia Gold and Yellow Special A. A root-rot resistant variety, Virginia 21 produces long leaves well spaced on the stalk. A good color and texture result when cured after proper ripening.

PRICE: \$3.00 per ounce, postpaid.



Combined tobacco seed before and after our eight cleaning operations. Magnified nine times.

VIRGINIA GOLD

CERTIFIED

Virginia Gold, developed by the Virginia Agricultural Experiment Station at Chatham, Virginia, is medium tall and has broad leaves of good length, spaced medium distance apart on a large stalk. A vigorous plant, it is a cross between Yellow Special and Cash. In our tests Virginia Gold has been a comparatively high producer of quality cigarette leaf. It ripens to a rich lemon color when given time to mature fully, and is suitable for growth on a fairly wide variety of soils where disease is no problem. Leaves grow slightly yellow in color and should be fully ripe when harvested.

PRICE: \$3.00 per ounce, postpaid.



Labeling our one-ounce cans of tobacco seed ready for packaging in pound, half-pound and quarter-pound boxes.

402

CERTIFIED

The 402 variety was developed from a cross of Jamaica Wrapper and 400 by the U. S. Department of Agriculture and N. C. Experiment Station. It has been reselected for improved yield, quality and adaptability for many years. The broad leaves are spaced medium distance on the stalk and grow with a yellowish cast which must be taken into consideration when harvesting.

PRICE: \$3.00 per ounce, postpaid.



In the stock room orders are filled and packages shipped by parcel post on day of receipt.



CERTIFIED OXFORD 1-181

Similar to medium broadleaf varieties such as Hicks and Virginia Bright Leaf, the 181 selection has resistance to Black Shank comparable to Oxford 1. On soils heavily infested with root knot, it makes a better growth than the parent line. The variety was developed by the Bureau

of Plant Industry, USDA, at the Pee Dee Experiment Station at Florence, S. C. At full maturity the leaf is silky and of medium body when cured. The yield compares with other medium broadleaf tobaccos.

PRICE: \$3.00 per ounce, postpaid.

CERTIFIED VESTA 5

Vesta 5 produces a medium size plant with medium broad leaves and produces an average number of suckers. It grows with a slight yellowish cast and must be mature and ripe when harvested. The

cured leaf is of rich lemon or orange color. The variety has fair resistance to Black Shank but rather low resistance to wilts.

PRICE: \$3.00 per ounce, postpaid.

CERTIFIED DIXIE BRIGHT 101

With moderate resistance to Granville wilt, Fusarium wilt and Black Shank, Dixie Bright 101 is recommended for planting where a rotation must be used to help reduce Black Shank infestation or where moderate Black Shank and Granville wilt is necessary. This variety is medium tall with leaves spaced medium wide on the stalk. Since the leaves

grow with a yellowish-green color they should be allowed to ripen fully before harvesting. For best yields, plants should be spaced about 18 to 20 inches in rows four feet apart. Developed by the North Carolina Experiment Station and the USDA, the variety does well on a wide range of soil types.

PRICE: \$3.00 per ounce, postpaid.

RECOMMENDATIONS AND DATA ON TOBACCO VARIETIES

Kind of Tobacco	DISEASE RESISTANCE			1958 PER ACRE**		RECOMMENDED	
	Black Shank	Granville Wilt	Fusarium Wilt	Pounds	Dollars	Soil	Fertilizer
Coker's Hicks	None	None	None	1,982	1,288	Medium-Medium Heavy	Moderate
Golden Cure	None	None	None	1,936	1,219	Medium-Medium Heavy	Moderate-Moderate Heavy
Virginia Gold	None	None	None	2,034	1,275	Light-Medium	Moderate
Dixie Bright 101	Moderate	Moderate	High	1,774	1,090	Medium	Moderate
Vesta 5	Moderate	Low	Low	1,920	1,173	Medium	Moderate
Oxford 1-181	Moderate	Low	Low	1,679	1,063	Light-Medium	Moderate
Coker 156	High	Moderate	Moderate	1,724	1,108	Light-Medium	Moderate
Coker 187	High	High	Moderate	1,850	1,149	Light-Medium	Moderate
Coker 187-Hicks	High	High	High	2,072	1,318	Medium-Medium Heavy	Moderate-Moderate Heavy
*57-184-S	High	Moderate	Moderate	1,980	1,200		
*57-386-S (187xGW)	High	Moderate	Moderate	2,440	1,608		

*Advanced Experimental Hybrids.

**Based on six replicated variety tests, Coker's Pedigreed Seed Co. at Hartsville, S. C.

Suggestions for growing your 1959 Tobacco Crop

IN THE PLANT BED

Prepare beds, preferably in fall, by thorough tillage of soil. Apply fertilizer at recommended rates and treat for weed control by approved methods at the same time. We use one pound plant bed fertilizer and one-half pound cotton seed meal per square yard.

Destroy all weeds surrounding beds by tillage or other means at, or before, time of treatment to prevent seed from blowing on beds during winter. Where open fields surround bed sites, small grain or other winter cover could be planted in a strip around beds.

Plant seed of suitable varieties of your choice.

Do not plant your entire crop in any new variety. Plant some of your old variety as a check.

Plant enough beds to supply plenty of uniform plants for transplanting.

Inspect plant beds twice weekly for insects and diseases. 5% DDT and 1% Parathion dust will control most insects. Use recommended fungicides for blue mold and other disease control.

Remove cover from plants two or three days before transplanting, to harden.

IN THE FIELD

Transplant fairly early in the season to produce medium-bodied leaf.

Space plants to allow about 8 square feet per plant. This means about 24" in rows 4' apart, or equivalent.

Secure uniform stand at first transplanting to provide for easier cultivation, harvesting, and curing.

If irrigation facilities are available, apply from $\frac{1}{2}$ to $\frac{3}{4}$ inches of water in early morning of day following transplanting while leaves are upright.

Use fertilizer in amounts to insure good production. Excessive quantities will give rough leaf. Good results have been obtained by applying only about $\frac{1}{2}$ or $\frac{3}{5}$ of fertilizer in drill, and the balance as a side application at first plowing.

Top tobacco at about time first blooms turn brown and wither, and keep free of suckers.

Check fields continuously for insects. 10% DDT dust or spray equivalent gives good control of bud worm. $1\frac{1}{2}\%$ Endrin dust or DDD applied at 10 day intervals is sufficient for horn worm control.

Harvest lugs slightly on greenish side. Otherwise, harvest all leaves when they are fully ripened as indicated by fading of green color from leaf stem and blade, and when leaf breaks easily and cleanly from the stalk. Harvesting of only well-ripened leaves provides for easy curing of top quality and uniform product.

Remove from barn and bulk with leaf moisture-content ample to prevent breakage and bulk without spoiling.

Consult your county agent or tobacco specialist periodically about new methods and materials.

TERMS AND CONDITIONS

LOOK FOR THE RED HEART TRADE MARK ON ALL PACKAGES OF GENUINE COKER'S PEDIGREED TOBACCO SEED.

Our own pedigreed varieties of Coker's Pedigreed Tobacco Seed are packed in convenient one ounce metal containers bearing our registered Red Heart Trade Mark and the words, "COKER'S PEDIGREED TOBACCO SEED." Each container is sealed before leaving our plant and should not be accepted by customer if the seal is broken. Protect yourself by insisting upon having only seed bearing our registered Trade Mark and official seal. Accept no substitutes.

OUR RESPONSIBILITY

Our tobacco seed are carefully tested for germination and purity before shipment. Every ounce container is sealed with a label on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted, for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed. Our liability is limited to the purchase price of the seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drouth or poor conditions will result in a reduced yield and poorer quality—no matter what variety is planted.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL grown, processed, tested and stored under our personal supervision and control.

COKER'S PEDIGREED SEED COMPANY



HARTSVILLE, SOUTH CAROLINA

COKER'S TOBACCO SEED CATALOG 1959 SEASON



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